

# Among Men Who Work with Hand or Brain

## Auto Put in Expense Account; Motor Talk Appealed to Buyer.

By WILLIAM BOTHO MAYER.

"HAVE always contended that luck plays a leading role in the life of every salesman," MacGregor, dean of salesmen, observed. Then he laughed reminiscently. "I could tell you of many cases apropos of this statement, but there is one incident in my recollections which stands out from the others like a beacon light."

"Some seven or eight years back the boss came to me and said: 'Den, you undoubtedly have heard of the Dakota Supply company. It's a big retail firm that sells principally to farmers. They handle a great deal of hardware and agricultural implements. Anderson has been trying to sell them for the past year without results. Before that Durbin had the territory; and the best he did was to roll them so that they have been hostile to all representatives of our house. A fellow by the name of Norden, however, has been controlling the territory. I want you to get an interview with him. That's the first thing; then, that obstacle overcome, get an order. Start as soon as you can.' Then he turned and walked away. I had my orders."

"The first thing I did was to get Anderson, our salesman, on long distance."

"He's a crab," Anderson boomed over the wires. "He won't talk anything but automobiles. He's in a machine all day long; never at his establishment except at race intervals, and then it's impossible to see him. He's so busy attending to accumulated work."

"That was enough information. A day later I was on the battlefield. On scanning the advertisements of a local paper I found the kind of advertisement that I was looking for. An automobile for sale. Accordingly I made arrangements to inspect the machine. My sole purpose was to absorb some technical terms to be able to converse fairly intelligently on the subject with Norden."

"Nowadays the average person, even though he is not a machine owner, has a fair conception of the workings of a car; but in those days, though not very long ago, the contrivance was still in its embryonic state, and was a closed book to the bourgeois."

"A Bargain He Couldn't Resist."

"I called at the given address. It proved to be a palatial residence. The owner, a man who was somewhat past middle age, took me down the gravel path to the garage and showed me the car. He spoke volubly with a flow of technical lingo which I absorbed in ecstacy."

"Of course, I had no intention of buying the machine. My intended modus operandi was to find Norden when he was in his auto and, as an ordinary pedestrian, coax him out of his shell of reticence, by engaging him in conversation on his favorite subject, and then—well, I determined to let circumstances shape the rest of my moves. So I wanted to find out a bit about cars. Further than that I was not interested in them."

"Have you ever heard the story of the 'con' man being 'taken in' by a member of the same profession? In this case the owner as a salesman 'took in' another salesman, no other than yours truly. He sold me the machine! Up to that afternoon the idea of owning a 'horseless carriage' had never had the temerity to enter my mind. But in the short space of an hour I had been inoculated with the motor germ and was a helpless victim. This was such a bargain I couldn't resist—you know the friend wife orates at the end of a day's shopping."

"Step in the house and we'll draw up the papers," the owner suggested. "By the way, my name is Norden. I'm interested in the Dakota Supply company here."

"I mentally grasped my knees to keep them from shaking, stifled a gasp, and managed to conventionally extend my hand and tell him how pleased I was to make his acquaintance, which wasn't a social lie this time, and inform him that my name was MacGregor. I came nearly handing him my card. Wouldn't that have spoiled the beans, though?"

"Lied Up to Monarch Machines."

"We completed the legal matters for the transfer of the ownership of the machine in a few minutes. It wasn't a drizzle, Norden asked me to remain until the downpour ceased. Luck was playing into my hands. But as yet I had sold nothing. Worse than that, I had bought."

"Gradually, ever so gradually, I swung the train of conversation over to farming implements."

"Are you well satisfied with the makes you are carrying at present?" I queried guilelessly, a moment after introducing the topic."

"To be candid," he answered, "I really don't know whether I am or not. You see, I spend most of my time motoring. I'm merely selling the car I have now so that I may get a later model. For the last few years I've used an inverted motor. Please be before business." I've toiled for nearly forty years. Now that my business is flourishing and competently handled, I can see no good reason why I shouldn't enjoy the fruits of my efforts. I've earned my rest. So, to

order of hardware, assuring her he would see that delivery was made promptly."

Remembered courtesies are always appreciated and rewarded in a substantial way. The proprietor should not only endeavor to be of assistance to his customers in every conceivable way, but should also teach his clerks, as did this merchant, to ever have their eyes open and be ready and willing at all times to extend such favors as are apt to prove trade bringers."

Personal service is another factor of high grade merchandising which should have the dealer's attention. Personal service means the handling of each individual customer in the manner best suited to that particular person. This is already practiced to some extent by retail merchants, but in an altogether too limited way."

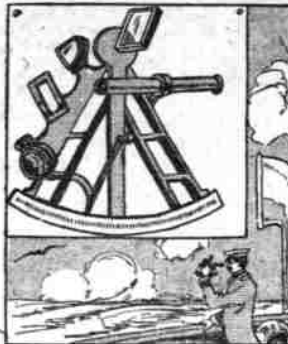
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## In the World of Ingenuity

By MECHANICIAN.



Bored Holes in Corners.

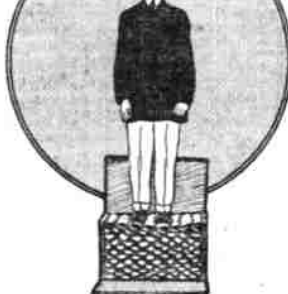
A new brace is made so that holes can be bored in corners with less trouble than with common kinds. The handle is made with a crank at the top and a bevel gear at the bottom. Thus the hole can be bored from a position flat against a corner wall or in out of the way places where an ordinary brace and bit will not work. The brace takes all ordinary bit sizes and is intended for electricians and steamfitters."

Powerful Motor Car.

The Pennsylvania Railroad company has recently turned out a new vehicle which looks like a cross between a motor car and an electric locomotive. It is really a road locomotive and is to be used to draw freight cars over tracks in factory districts."

Packs Eggs Safely.

A Portland man has invented the egg case shown, the drawing being from a photograph of a man literally standing on eggs. With this case it is claimed fifty dozen eggs can be packed."



he packed in a space formerly taken by thirty dozen eggs. A case so packed was loaded on to an express wagon, hauled rapidly over a rough plank logging road, and then dumped as any ordinary box might be upon the freight platform. But one of the fifty dozen eggs was broken."

Bomb Exploded by Wireless.

A Salt Lake City inventor, urged on, he claims, by a gang of blackmailers, invented a new kind of bomb which he planned to use to blow up his sweetheart. Just why he should have wished to blow her out of existence is not in the report of the matter, this stating that the officials of the government had taken over the invention as of promise in warning ships of disaster, trains of open switches, and the like. The story smacks very much of publicity alive, but should the invention prove the success claimed for it, of setting off bombs or lightning signals at distances without the use of wires, the inventor has surely made a start toward financing it by his publicity idea of the sweetheart and the bomb, even though his affection toward her may be of the most cordial. Unless he keeps his invention secret some anarchist may get the idea and blow up a few warships for sport, as in the drawing."



For Detecting Icebergs.

On the old theory that the water about icebergs was colder for several miles distant, a story believed by seamen for years, an eastern man has perfected a micro-thermometer to be fastened to a ship's bottom which will tell the difference of one-fifth of a degree of

temperature Fahrenheit and sound a warning of approaching bergs. The instrument is on the thermopile principle and sensitive. It has recently been proved, however, that the water about icebergs often shows no change in temperature up to within a few feet of the berg, which would render the device of no effect."

Chain Grate Stoker.

In plants using automatic feed for furnaces the grate work automatically. The drawing shows a type that feeds the fire and unloads its own ashes. The top part of grate moves to the right, fed with coal from the hopper and driven by outside power. At the right end nothing but ashes is left. As the bars of the grate rotate the ash falls and is caught by the lower "L" of the grate and carried back to the front of the furnace, where, as the grate mounts to the top again, the ash dumps onto a conveyor at A, as shown. Thus the fire takes care of itself."

His Market Baskets Boom Trade; Jones' Novel Idea Makes Hit.

By HINTON GILMORE.

ALL the retail merchandising brains are not to be found in the bright and sparkling city stores. Plenty of business acumen is exhibited in the country store."

A country merchant who happens to live reasonably near the county seat, a city of 5,000 people, makes money out of that circumstance. During the early vegetable season the merchant buys the vegetable output of his entire neighborhood and packs what he calls "Jones' market baskets." In each basket he puts some lettuce, a few radishes, some early peas, and other early products of the truck garden. In fact, each basket contains a sort of unbolled New England boiled dinner. He sells baskets and contents for 50 cents, and the stock that he sends to the city daily doesn't last long enough to keep his agent half way busy."

Later in the year he works the same idea, using fruits, apples, peaches, berries, etc., which grow in abundance in his neighborhood. For his mixed basket of fruit, which is smaller than his vegetable basket, he gets 25 cents. His only difficulty lies in getting half enough to go around."

In winter he arranges "Jones' market baskets." These contain some fresh pork, spare ribs, fresh pig's feet, sausage, country made molasses, preserved fruits, and like edibles."

These baskets sell for \$1 each, and sell so readily he cannot find supplies enough for his customers."

He has made such an enviable reputation for quality and honesty with his basket trade that many mail orders for staple articles come to his village store from the county seat."

In a little Ohio community a village merchant draws customers from miles around from other stores because he marks all of his goods in plain figures, both the selling price and the cost of each article. If a pair of suspenders costs him 17½ cents and he expects 25 cents in return, both figures appear on the price tag. This is true of all of his stock. He makes a business proposition of being "on the level" with his customers. Some advertising literature he puts out explains his system. "Merchants are not in business for their health. They all make profit, and in most cases the customer doesn't know whether the profit is fair or exorbitant. I'm on the square with my customers. I must have a profit to live, but every man has a right to know if he is being gouged. I show him both sides in plain figures, and if he thinks I'm making too much I'll have to stand it, that's all."

The effect of this campaign has lifted his store out of business obscurity and gained for it a substantial clientele."

## Pencil Making Huge Industry; Took Centuries to Perfect It.

By H. B. STRUBLE.

(Chicago manager Herbert Faber)

NICHOLAS J. CONTE, a French mechanic, was the first person to devise a process for the manufacture of lead pencils by inventing the process of mixing clay with graphite to form pencil leads. This was in 1795. For many years prior to that time agencies of various kinds, such as sulphur, gums of different sorts, etc., had been utilized as binding mediums for holding the particles of ground graphite together. None of them really was successful, and the invention of Conte revolutionized the pencil making industry."

As early as 1865 men who foresaw the magnitude of this industry, once a perfect pencil could be produced, worked the famous Cumberland graphite mines of England in an effort to produce lead of the proper purity and consistency. These deposits produced wonderfully pure graphite, and it was used by sawing into slabs and resawing into thin pieces suitable for pencil use."

These mines were worked out for something like a hundred years, and it was after they had been exhausted that serious attention was given to the problem of using the powdered graphite. The graphite found in the Cumberland strata was the purest ever found, containing about 88 per cent pure graphite."

Mexico Has Richest Deposits.

Graphite is found in all parts of the world in a greater or less condition of purity. It is found in New York, Canada, Pennsylvania, and Alabama, but that found in America is too flaky for good pencils. Austria, Ceylon, and Siberia have yielded magnificent deposits, the purity of the graphite taken from each averaging from 20 to 50 per cent pure graphite. In Sonora, Mexico, are to be found the richest deposits in the world, and these mines supply American pencil makers with most of the graphite used in this country."

Graphite when brought to a pencil factory is passed along through a series of what are known as settling tanks. As it floats through each of these tanks the heavier ingredients, such as sand, grit, and other foreign particles, sink to the bottom of the tank, the fine particles being carried over to the succeeding tank. The material remaining in the last tank is practically pure graphite."

This product then is ground for about six weeks and is reduced to an impalpable powder. It then is mixed with a high grade of clay. The clay before being mixed with the graphite, however, must undergo treatment of the same character to which the graphite is subjected—that is, it must be floated through a series of tanks and freed from all iron, sand, and gritty particles."

Mixture Forms Lead Rods.

Varying proportions of this prepared clay and graphite are mixed with water and reduced to a pasty substance greatly resembling bread dough in consistency after it has repeatedly been passed through hydraulic presses. It is then that the mixture is adaptable to the formation of lead rods. The wet mass of mixed clay and graphite is placed in a heavy cylinder in the bottom

of which is set a sapphire die the diameter of the lead to be made. Enormous pressure is exerted in forcing the lead through the die, from which it emerges in the shape of a pliable black string."

After the lead has been air dried for several days it is then laid on boards and cut to length, after which it is placed in crucibles, which are sealed and put in furnaces, where they are subjected to a temperature of over 2,000 degrees. This process tempers the lead, and the length of burning has also some effect on the degree of hardness. Seven inches is the standard length of a lead pencil. While the graphite and clay are being treated the wood is being prepared. Cedar is used almost exclusively in the manufacture of lead pencils. The cedar forests of the south furnish the greater portion of this wood. The red cedar comes mostly from the states of Tennessee, Alabama, and Georgia; the Florida supply now is practically exhausted."

Slab Reduced to Pencil.

The wood is sawed to the requisite size at the mills and shipped to the factories. Each tree is cut in slabs of a width to accommodate six pencils. The cedar slabs are fed into a machine that grooves them, six pencils at a time, and the finished lead then is laid in each groove, which has been filled automatically with glue. The half pencils containing the lead then pass to another machine, which places over the lead a grooved slab corresponding with the first half, and the two slabs then are glued together."

After the leads are glued between the strips of cedar, and when thoroughly dry, the strips are placed in the molding machines which cut them half round or half hexagon, as the case may be. By reversing the strips the pencils are cut entirely apart."

When they are cut apart they go to sandpaper machines, which polish them and take off the rough spots. The pencils then find their way to the finishing room, where they are subjected to the final finishing touches and colored the desired color. They then are stamped in silver leaf or gold, the stamping machines being equipped with hand engraved steel dies."

Polishing of high grade pencils. It may be noted, is done entirely by hand. No inventor has yet been able to produce a machine that will give the perfect finish that can be produced by hand. In hand polishing pencils there is a continuous hand rubbing on the part of the polisher, the pencil in the meanwhile automatically turning, so as to receive an even coat over the entire surface."

Ready for Market.

The pencils then pass under the supervision of the sorters, who examine each pencil and throw out any found to be not up to specifications."

They then are wrapped in dozen lots and packed in cartons. The boxes are labeled, and the pencils are ready for the market."

The lead pencil industry has made wonderful strides in the last decade. A representative factory has a capacity of 300,000 pencils a day."

Why Sam Forged Ahead.

Sam stuck. That is the whole secret of his success. If he had jumped around as did Bill he probably would have ended up even more disastrously. But, as he said, "advancement came to me in this business suddenly many a time when I least expected it. Each time I got a bigger job I found out that I knew much more about this business than I had thought. Making good in the new work was almost every time much easier than I had expected. Yet I worked hard, for as soon as I secured an advance I could see that there was something even better on ahead, but that I would have to wait patiently and work hard for it. Then the first thing I knew that job ahead would come to me over night. This business has been growing the last dozen years. Perhaps I am lucky. I think, though, that 90 per cent of my luck was the good sense I showed in staying right here."

"Of course if I had started in some lines of business I think that I should have jumped as soon as possible. But when I landed in another business I certainly would have given that business a good chance to show me the possibilities for advancement in it. There is where Bill fell down. All his hard luck is rooted in his lack of ability to see big things in the work he does."

"That thing is what makes big success. If any man doesn't have visions of big things ahead in the work he is doing—well, he may as well look for another job, for nobody can succeed without great respect for the work he is doing."

Products of Inventors' Genius.

Corsets that can be loosened by moving a single lever on the steel have been invented at Paris women."

Concrete tiles with the upper portions porous to freely admit water have been patented by a Texan for underdrainage."

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